

Principles and Standards that Define Who We Are

"You cannot tell people you are a nice person; you simply have to be one." ~ Mr. Bruce T. Halle

The 5 Life Lessons Mr. Halle lived by:

BE HONEST

Have integrity, be fair and do what we believe is right.

WORK HARD

Give your Best, learn from your mistakes, and you remember we never arrive.

HAVE FUN

Have a positive attitude. Enjoy getting to know and helping people. Celebrate and share in our success.

BE GRATEFUL

Be humble, appreciative, and remember we do this together.

PAY IT FORWARD

Help others make their Dreams come true by caring for and cultivating them to be their best. Pay it forward to your family, company, and community.

Mr. Halle's Mission:

To make more Dreams come true!

The 5 Operating Philosophies (IOOGA) he developed to work by:

INTEGRITY

We are honest, fair and do what we believe is right.

OUR PEOPLE

Our strength comes from caring for and helping one another, creating a culture of people very loyal to each other.

OUR CUSTOMERS

Every day we must earn the right to call them our customers.

GROWTH

We seek to gain and share knowledge, innovate, achieve results, and open more Stores.

ATTITUDE

We are passionate about having fun, giving our best, working safely and sharing in our success.

The Vision for achieving the Mission:

TO BE THE BEST

We have high standards, give our Best, learn from our mistakes, and we remember we never arrive.

CARE FOR

Getting to truly know our people and their dreams. Being there for them in good times and bad.

CULTIVATE

Model, Teach, Coach, and Mentor them in their roles and prepare them for the future opportunities. Hold them accountable to our high standards.

DELIGHT CUSTOMERS

Every day we earn the right to call them our customers by treating them the way we want to be treated.

GROW RESPONSIBLY

We seek to gain and share knowledge, are responsible for company and individual growth, and look inward to get better first, work safely, Have Fun and share in our success.